R J Reynolds Tobacco Company

DM	T&D	REP
1224		3 8 9
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1226		
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1230		
PTC	SAM	
ROM	PA	
RM	PC	
1240	1242	

J. T. Jones
Chain Accounts Manager

400 Raritan Center Parkway
Edison, NJ 08837
908-225-4774
Fax: 908-417-9076

VIA E-MAIL TO ROU

April 13, 1995

TO:

1224	1324	1522
1225	1334	1523
1226		1527
1229		
1230		

RE: A&P Metro CID #'s 0208-01-01, 02, 03 & 04
DORAL Bonus Savings Club Card Promotion

Dear Managers:

Beginning April 23 and running through May 20, we will participate in a $2.00 off-a-carton DORAL buy-down in A&P Metro stores. Smokers purchasing a carton of DORAL during the promotion period utilizing their Bonus Savings Club Card will save $2.00.

Following are the promoted brand styles:

- Full Flavor King
- Full Flavor 100's
- Light King
- Light 100's
- Menthol Light King
- Menthol Light 100s
- Ultra Light 100's

In anticipation of increased sales, please have your Sales Reps calling on A&P stores place orders for DORAL at store level prior to and during the promotional period.

Your assistance with this chain is appreciated.

Sincerely,

Jim

J. T. Jones

JTJ/ams

M-2

"We work for smokers."

51853 3099

Source: https://www.industrydocuments.ucsf.edu/docs/jpln0000